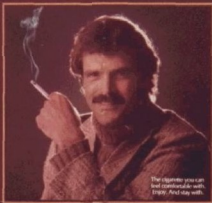


LEO BURNETT COMPANY, Inc.

Ad No. 590—Don—Req. No. 86593—Page, 4/C, Bleed—5½" x 7½"—TV Guide, November 11, 1972

Printed in U.S.A.

(A)



The cigarette you can feel comfortable with. Enjoy. And stay with.

THE MODERATE SMOKE

It's not strong. It's not weak.
It's blended for the middle.

There are no excesses, except
those in quality.

It has premium tasting tobaccos.
Two advanced filter systems. And a
thoughtful Humidor Pack. To keep
your smokes fresher, longer.

Try the Moderate Smoke.

HENSON
HEDGES

MULTIFILTER



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Regular: 14 mg. "tar," 1.1 mg. nicotine
av. per cigarette. FTC Report Apr '72



2061192361